What is claimed is:

1. A lifting-cord winding mechanism of a solar-radiation shielding device having a head rail (1), a case (2) removably fixed in said head rail, a drive shaft (3) rotatably supported in said head rail, a winding drum (4) fitted around said drive shaft so that said winding drum is rotatable integrally with said drive shaft, a slit (6) disposed at the bottom part of said case, a ring (7) fitted around said winding drum so that said ring is rotatable integrally with said winding drum but is slidable axially along said winding drum, both sidewalls (8, 9) bearing said winding drum at both ends of said case, and a lifting-cord (5) inserted into said case through said slit with the tip thereof attached to said ring, said lifting-cord winding mechanism of a solar-radiation shielding device CHARACTERIZED IN THAT:

a guide (11, 38) is disposed either in said case or said head rail, said lifting-cord entering into said case via said guide.

2. A lifting-cord winding mechanism of a solar-radiation shielding device according to claim 1, CHARACTERIZED IN THAT:

said winding drum (4) is formed in a circular-cone shape at one end portion thereof with the larger-diameter end of said circular-cone shape disposed at said one end, and is formed in either another circular-cone or a cylindrical shape at a portion thereof continuing to said one end portion thereof, said another circular-cone shape having a conical angle that is the same as or smaller than the conical angle of said circular-cone shape formed at said one end portion thereof, and

said sidewall (8) surrounding said one end portion of said winding drum has an inclined surface (13) formed on the internal surface thereof, said inclined surface diagonally extending toward outside.

3. A lifting-cord winding mechanism of a solar-radiation shielding device according to claims 1 or 2, CHARACTERIZED IN THAT:

said lifting-cord (5) has said tip thereof attached to a knob (14), said knob removably fixed to said ring (7).

4. A lifting-cord winding mechanism of a solar-radiation shielding device according to either one of claims 1 to 3, CHARACTERIZED IN THAT:

said guide (11) is formed either integral with, or separate from, one end portion of said case (2), said guide hanging from a bottom opening (10) of said case (2).

5. A lifting-cord winding mechanism of a solar-radiation shielding device according to either one of claims 1 - 3, CHARACTERIZED IN THAT:

said guide (38) is removably fixed to a bottom opening (10) of said head rail

(1).

6. A lifting-cord winding mechanism of a solar-radiation shielding device according to claims 4 or 5, CHARACTERIZED IN THAT:

said guide (11) has a rotatable roller (12) having the axis center thereof disposed horizontal, and orthogonal with the longitudinal direction of said head rail, said roller having said axis center thereof adjustably positioned.

7. A lifting-cord winding mechanism of a solar-radiation shielding device according to claims 4 or 5, CHARACTERIZED IN THAT:

said guide (38) has a guide hole (39) disposed therein for said lifting-cord (5) to pass through.

8. A lifting-cord winding mechanism of a solar-radiation shielding device according to claim 6, CHARACTERIZED IN THAT:

said lifting-cord (5), adapted to hang at a position spaced away from said guide (11), first passes through said roller (12) of said guide, then passes through a roller (16) of a center guide (15) fixed to said head rail (1), to hang at said position.

9. A lifting-cord winding mechanism of a solar-radiation shielding device according to claim 6, CHARACTERIZED IN THAT:

said lifting-cord (5) coming out through said roller (12) of said guide (11) of a plurality of said head rails (1) connected by means of a corner joint (36), first passes toward under said corner joint, then passes through a guide (37) of said corner joint, to hang.